Message Collaborator

Background of the Invention

5   The present invention relates, in general, to mass
communication of a message from multiple sources to various
portions of a large audience. More particularly, the
invention collaborates information from multiple sources along
with the sources' preferences and recipients' preferences and
10   generates and delivers a unique, distinct, comprehensive
message containing information individualized or targeted to
the recipient and containing information from more than one
source.

The rise of the Internet has led to a mass communication
15   problem where a multitude of vendors are all trying to vie for
the attention of a user who may or may not want the
information provided by any given vendor. This onslaught of
information, colloquially called SPAM, bombards the recipient
from multiple sources at unwanted times, in unwanted
20   quantities, and in invasive ways. This method of
communicating information to recipients creates several
problems at all stages of the mass communication process. The
vendor or sender must maintain extensive databases and needs
to rely on filtering mechanisms individually designed for
25   targeted locations or audiences, causing extensive need for IT
resources. The recipients that receive the e-mail often have
files cluttering their systems of unread e-mails that users
simply move to trash or, in the worst case for vendors, ignore
altogether. The recipient must filter through all of these
30   messages, often leading to angered recipients who must contact
each of the senders to discontinue their solicitation if they
had previously approved the delivery of messages or, at worst,
users who simply disregard all messages not from known,

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friendly sources like family, preferred vendors and the like. Overwhelmed users often become frustrated at the SPAM received from senders at a certain e-mail account and, in frustration, leave the service providing the e-mail account to establish

5   another, less known user name.

Often the power to deliver messages to a large database of e-mail addresses is abused by companies to gain new recipients and close sales. Methods range from automated email harvesting (program agent's that walk the internet

10   opening web pages and newsgroups looking for email addresses), buying "SPAM" lists outright for a few hundred dollars, to conglomerates that obtain mailing lists through various arrangements with other conglomerates. The recipient often becomes bombarded with unwanted e-mails or SPAM because there

15   are no good mechanisms for a recipient to control receipt of various vendors' messages. A recipient can individually subscribe or unsubscribe to/from an individual vendor by wading through the messages investing personal time to send an unsubscribe email or visit the web site of the intruding

20   message to remove their name from the list. In the most complex variation, a sender targets specific content along with paid advertisements to individual recipients according to their likes and dislikes, habits, etc.

In all of these methods of mass communication (as

25   summarized in Figures 3, 4, and 5), a sender organizes content into a message, including information from any paid advertisers, and delivers a message to an audience and the user must choose whether to accept the information. In the case of TV or radio, the user must change the channel if he

30   does not like the content delivered by a given sender. On the Internet, the user must unsubscribe or delete any message by any sender that he does not like. Additionally, in all of these methods, each sender must establish and maintain his own

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database and rules for delivering messages to targeted
audiences. In the case of maintaining user profiles, each
sender must maintain the tools and mechanisms for tracking
user profiles (remote cookies and local recipient profiles).
5   This requires extensive resources (software programmers, IT
professionals, marketing teams, expensive storage systems &
etc) that only large companies can afford on the scale
necessary for reaching a large number of recipients.

What is needed is a method - a clearinghouse - that is
10 robust and clever enough to maintain relationships with
multiple vendors, have access to the content for each of these
multiple vendors, maintain a relationship with a recipient or
multiple recipients and maintain relationships from each
vendor to each of it's recipients, and then provide a unique,
15 distinct, and comprehensive targeted message for delivery to
each recipient that pulls content from more than one vendor
and delivers this new, personalized message to each individual
recipient. The disclosed invention provides a system that
allows a plurality of small companies or individuals to do
20 targeted delivery of content to multiple recipients without
the requirement of specialty IT staff, storage, and marketing
resources normally required for this type of communication.
Additionally, the invention collaborates the information from
the multiple sources and provides a unique and distinct
25 comprehensive message to the recipient so the recipient is not
bombarded with multiple messages that are less likely to be
perused. The formulation of the comprehensive message along
with its content and delivery schedule will be determined in
accordance with all of the following relationships: vendor to
30 message collaborator; vendor to recipient; recipient to
message collaborator; and possibly vendor to vendor. The
invention provides a means for vendors, independent of their
technical resources and relationship to one another, to

establish a means of mass communicating their collective content to a wide, intermixed, and targeted audience, while also providing the recipient independent control of his distinct message.

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Brief Description of the Drawings

10   Figure 1 illustrates a computer system, connected to the Internet, wherein the computer system is capable of collecting or displaying information to or from a user of the system. This information can be relayed to another user through the worldwide Internet network that is connected using the TCP/IP protocol. This figure is then extended to describe a possible

15   embodiment of this Invention.

Figure 2 demonstrates the many to many relationships between the members of a database held and managed by this Invention. In addition, it describes a possible message process pipeline to collect and process data.

20   Figure 3 demonstrates a conventional mass communication system;

Figure 4 demonstrates a conventional method of an e-mail broadcast system;

Figure 5 demonstrates the SPAM effect of the prior art

25   methods of mass communication, particularly e-mail.

Figure 6 is a high level depiction of a message collaborator according to one embodiment.

Figure 7 is a detailed look at a message collaborator as it processes many rules in the processing stage that customize

30   and personalize a unique message for a recipient.

Figure 8 demonstrates examples of profile information for a sender, recipient, and outside source of related information.

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Figure 9 demonstrates the ability of the collaborator to generate a distinct and unique message for each recipient.

Figure 10 demonstrates the dynamic nature of various relationships between two senders and a recipient.

5   Figure 11 demonstrates possible process flow steps of a message collaborator according to one embodiment of the invention.

Figure 12 shows an illustration of a collaborated message.

10   Figure 13 shows more details of a single message block within a collaborated message that has content derived from various sources.

15   Detailed Description of the Drawings

Figure 1 illustrates a block diagram of a computer system **100** capable of managing information about people and the relationships along with information that is shared between them. Information and relationships are stored in a database housed on the computer system disk **102**. The information is collected and maintained primarily through computer generated input/output devices **103** that can be manipulated via the World Wide Web (WWW) and a Web Browser **104**. An application that is loaded into memory **105** and processed with the onboard central processing unit ("CPU") **106** can analyze the data in the database and act upon the relationships and preferences described in the data. As the data is processed, it can be formed into an electronic message that is suitable for transmission on the Internet **110**. In order for such a message to be sent to the Internet, it must be encoded for the TCP/IP protocol and sent to the local network interface **108** and passed through an Internet Connection **109**. Once the message

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is on the Internet, it is delivered to a destination utilizing the TCP/IP protocol **110**.

Figure 2 demonstrates one embodiment of the present invention where the computer system **200** collects profiles for
5   any given individual member into the database **201**. Such profiles are established in a many to many arrangement where any one profile can establish a distinct relationship to each of many other profiles, and, concurrently, any of these other profiles can establish a distinct relationship with each of
10   any other number of profiles including the original profile. In the diagram, the single member **202** has a relationship with members **203** and **205** where members **203** and **205** may be member **202**'s student, employee, or customer (or other such relationship). At the same time, the single member **203** (who
15   is also a member of member **202**'s member base) has a relationship with members **202** and **204** where members **202** and **204** may be member **203**'s friend, brother, customer, etc. Finally, members **204** and **205** are members of each other's member base (i.e. friends, siblings, etc.). In summary,
20   members **203** and **205** are recipients of member **202**; and, members **202** and **204** are recipients of member **203**; and, members **204** and **205** are recipients of each other. In the message collaboration process, four messages would be sent. The message to member **202** would have content from member/sender
25   **203.** The message to member **203** would have content from member/sender **202**. The message to member **204** would have content from members/senders **203** and **205**. And, the message to member **205** would have content from members/senders **202** and **204.** Essentially, many of these relationships correspond
30   directly to real-life situations. In addition, these relationships each contain many elements of information such as location of member, relationship type, categorization,

grouping, histories, sex, member interests, who or what entity
will be allowed to create a relationship, what rating of
information it will accept (i.e. "G", "R", "X"), etc. The
profiles themselves are established by various means such as
5   website registration, file upload (by a qualified members only
listing), one member entering the relationship to another
member, etc. Information is typically entered via a website
interface **207** and the Internet **206**. Specific parameters are
required in such data entry to the system forcing a qualified
10 relationship between the members (**202**, … **205**). Such qualified
relationship is enforced by requiring that either (a) the
Recipient provides their own information to opt-in for a
relationship or (b) the Sender provides enough information to
prove a pre-existing relationship with that Recipient. For
15 example, Widgets, Inc. may be required to provide a member
number and a telephone number or a full name & address along
with a correct email address, or a private account number. In
the event that Widgets Inc., attempted to upload unqualified
Recipients, and complaints resulted, Widgets, Inc.'s profile
20 would immediately be disabled until a resolution had been met.

The website interface can allow any member to enter and
manipulate their relationship information that describes a
relationship. All Four profiles **202, 203, 204 & 205** are
considered Senders or Owners because they have profiles that
25 are defined as Recipients or Members to the respective
profile. That is, profile **202** is a Sender/Owner to
profiles/recipients/members **203/205**. And, profile **203** is a
Sender/Owner to profiles/recipients/members **202/204**. And, **204**
and **205** are senders to each other. As such, each Sender has a
30 right to communicate with its respective Members/Recipients.
Using this embodiment, the Message Collaborating process **208**
can collect and create a unique, distinct, collaborative
message **209** for each Recipient member based upon the

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relationships and information in the Database **201**. Such a collaborative message may be delivered via the Internet **210** to the actual Recipient **211**. Any given Member will receive his/her own unique and distinct collaborative message

5   established by a single collaborative message process triggered by a triggering event such as time common to ALL Senders collectively (even though each Sender is able to select its recipients via its own established relationships with various recipients).

10   Figure 3 demonstrates a conventional mass communication system that delivers a single message from a single sender to multiple recipients. A recipient **300**, by choosing a station, such as ABC on a radio, a television set or other receiving mechanism **301** for instance, selects a trusted source for

15   receiving information. Concurrently, the owner of ABC station **302** has programmed or scheduled content **303** along with paid advertising and/or sponsored information **307** that is being delivered by a broadcasting mechanism **304**. In this conventional messaging, as in all typical mass communication

20   messaging, the single sender **302** controls the content, scheduling, and the actual audience. The paid advertisers cannot decide to whom the message will be delivered, nor can the paid advertiser limit the delivery of its advertisement interactively and independently of the sender without

25   negotiating each piece of its advertisement distribution – when, which localities, etc. There is no mechanism that allows the paid advertiser to eliminate categories of recipients as the sender jealously guards and protects its audience and distribution profiles. To solidify, the advertisers have no

30   ability to say that individual recipient A or any first person on a sender's list will receive the message but individual recipient B or any second person on the sender's list will not. Essentially, the advertiser does not have the ability to

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be a sender with dynamic and individual control over sender's recipients. Ultimately, all recipients targeted by the mass mailer receive the same message without distinction.

5   The owner of the ABC station **302** broadcasts information through methods of mass communication such as satellite, cable, Internet, & etc. In this Figure, the information is broadcast from a transmitter **305** using amplitude or frequency modulated air waves where the message is sent to a receiver **306** and communicated via local wiring to the actual receiver

10   and Recipient **301/300**. Alternatively, messages may be communicated over a local area network, cable, Internet, or other viable mass communication means. In the case of satellite broadcast, the information delivered corresponds with a given station for a given market or locality. On the

15   internet, lower level of demographics may be targeted by the sender, but any advertiser cannot pick and choose recipients according to its own demographics, but must use demographics established by the sender that owns or has a relationship with the audience, or list of recipients.

20   As the Internet has become more robust, the conventional methods of mass communications have become more advanced. Figure 4 demonstrates a prior art method of receiving and delivering mass communication messages to an audience or recipient that has become an order of magnitude more

25   substantial and variably controlled. A computer system or server **400** for an organization **401** houses a database of recipient profiles **402** and selected content **403**. The recipient profiles **402** can be established, for example, by the Recipient subscribing via website or by the Sender creating a

30   profile due to an existing relationship, like a credit card applicant. A list of rules and processes **404** are developed for delivering various portions of the content **403** to the respective recipients according to their profiles **402**. These

rules of delivery may include various filter mechanisms to select recipients based on profile categories. For instance, the owner **401** can program the server to deliver an updated message every day to all recipients containing any headlines

5   for the day along with paid advertisements. Once the content from the organization along with any included paid advertisements is determined by the sender and is prepared by the sender it is delivered to a recipient's location **406** via a mass communication means such as the Internet **405**. It is

10 important to note that any advertiser placing an ad with the sender ultimately must rely on the sender's relationship with the sender's customers to reach the audience and cannot target its own customers without establishing its own broadcasting schema. Furthermore, each recipient receives substantially

15 the same message.

     The recipient's computer **407** receives the e-mail **408** and the recipient is able to read the content from the organization or sender. In this method, the organization or sender may provide paid advertisements to sponsors that the

20 sender organizes and provides as part of its content. Once the advertisement content has been provided to the sender, the sender has control over its distribution and layout and does not allow the paid advertiser to interactively manipulate the distribution boundaries, content, location of ad placement,

25 audience targeted, & etc.

     Figure 5 demonstrates how typical broadcast communication looks from multiple senders **501-503** to multiple recipients **507-512**. Each sender determines to send out a common message of content to various recipients where the recipients are

30 chosen according to their profiles. For instance, sender **501** creates message **504** that gets delivered to recipients **507**, **509** and **512**; sender **502** creates message **505** that is sent to recipients **507**, **508**, **509**, and **511**; and sender **503** creates

message **506** that is sent to recipients **507, 509, 510, 511,** and
512. In cases where multiple messages, each from a different
vendor, are received, the user is bombarded with multiple e-
mails from multiple vendors **507, 509, 511** and **512** and each

5 vendor must maintain its own database of recipient profiles
and rules for distribution. In this very simplified example,
one can see recipients receiving upwards of three separate
messages from only three senders. In the real world, typical
email accounts are bombarded with upwards of several hundred

10 SPAM messages each day.

Figure 6 demonstrates the concept of the Message
Collaborator Invention in its broadest form. The message
collaborator engine **601** receives content **604** and **605** from
multiple sources **602** and **603** respectively. The content can be

15 individually directed by each of the senders, whether a large
conglomerate or a small entity - the vendor or individual with
the content has interactive control over where, when, to whom
and how its content will be distributed. This content is then
merged into a single message **607** by the message collaborator

20 and formatted for the Recipient **606** according to his/her
preferences. The new personalized collaborative and unique
message **607** (with unique content pulled from both senders **602**
& **603**) is then delivered to the recipient **606**. The senders
602 and **603** need not have any relationship to one another and

25 may work independently and interactively to identify their
target audiences and distribution rules even though their
message is collaborated with another message from another
sender before being delivered to the recipient.

Figure 7 demonstrates a message collaborator engine **701**

30 expanded in further detail from figure 6. The message
collaborator engine **701** maintains a system of rules **706** - **710**
for collaborating and delivering the content from multiple

vendors **702** and **703** into a single comprehensive and distinct
message **711** containing content **704** and **705** provided by the
senders **702** and **703** that is sent to a recipient **712**. The
rules for creating and delivering the messages are dependent
on maintained profiles that represent the dynamic relationship
between the message collaborator engine, the senders, and the
recipients. Relationship information is maintained in several
permutations. First, the message collaborator **701** maintains a
relationship with the Senders **702**, **703**. Second, the message
collaborator **701** maintains a relationship with the recipient
712. Finally, the senders **702**, **703** may have an established
relationship with the recipient **712**. The senders **702** and **703**
have an established ability to communicate directly with each
of their recipients **712** with whom they have independently
established a relationship. Such relationship management
actually qualifies the message collaborator as a Customer
Relationship Management tool that allows a company to
communicate regularly with its employees, a church with its
members, a store with its customers, or a member of a family
with his siblings. The message collaborator combines all of
the messages from the company, church, store, and brother into
one comprehensive message that is easier to read, save, and
expand into details according to the recipient's needs and
desires contained in the recipient's profile. The sender's
privacy and the recipient's privacy is protected because none
of the senders are necessarily aware of the other sender's
content and none of the recipients are necessarily aware of
who the other recipients may be nor with whom other senders
have a relationship. Each message is personal and customized
specifically for the Recipient enhancing value and privacy.
Thus, the message collaborator according to one embodiment is
a mass communications technology that allows many senders to
send a custom, comprehensive message to many recipients on a

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large scale. The message collaborator provides a single,
comprehensive message for each individual according to the
collective relationships utilized to create the single
message. A sender can prepare his content to be delivered to

5   a large audience, but each individual in that audience will
ultimately receive a unique message. This is in stark
contrast to conventional methods where advertisers provide
content to a sender, wherein the sender collects the
advertisements along with proprietary content owned by the

10 sender and then distributes this same message to a large
population according to broad demographics. The present
invention allows multiple senders to independently work on
content to be distributed along with what audiences or
individuals to target. Then, the collaborator creates unique

15 messages individually targeted for each recipient according to
relationship and preferences that contains information from
multiple sources.

Senders **702** and **703** do not necessarily have any
relationship or knowledge of the others' existence (i.e. there

20 is no implied relationship between **702** and **703**). Nor will the
senders necessarily be aware of any relationships between the
message collaborator and the recipient. Because of the
ability to target specific individuals and demographics, any
sender, whether an individual or a large entity can target

25 other individuals or groups of recipients based on selected
demographics, locality, age group, gender, likes, dislikes,
shopping habits, or any other class defined by the sender.

Figure 8 demonstrates some of the various relationships
and processing between senders, recipients, and the message

30 collaborator **805**. For any sender **801**, the profile maintains
information such as priority placement information based on
the level of service between the sender and the messaging
collaborator system **805**. A sender can be a large

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conglomerate, a small entity or an individual; it is anyone or any organization maintaining a relationship **802** with any number of recipients **803** and the collaborator system. For instance, a family member may wish to deliver information to

5   his whole family for a reunion or a party invitation to a group of friends. The Sender **801** creates one or more messages **804** that have specified attributes. The Collaborator **805** takes that message along with other messages from other such senders **806** (which may consist of paid advertising sections,

10   free sponsorship sections, coupons, giveaways, information, news, current events sections, or any other element of information that can be summarized, formatted, and presented) and pulls any externally (or internally) related data **807** to create one comprehensive message for each recipient **803**. The

15   collaborator filters any such messaging during processing according to the recipients' preferences **803** and the rules of the collaboration system **805**.

Looking at Figures 3 and 6 together illustrates a primary distinction between conventional mass communication messaging

20   (Figure 3, similarly with Figures 4 and 5) and the Message Collaborator (Figure 6, similarly with Figures 7 and 8). Essentially, a single sender drives conventional mass communication with possible advertising from third parties where the advertising from third parties is placed and the

25   single sender controls distribution. Whereas, a message collaboration mass communication according to one embodiment of the invention is driven by many senders, each providing its own content but sent through a common processing agent. Conventional Mass Communication is based upon the relationship

30   between *one sender* (Figure 3, **302**) and it's recipients (Figure 3, **300**). The Message Collaborator provides an entirely different approach because it is based upon the cross product

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of *many senders* (Figure 6, **602** & **603**) and the many recipients
of each sender (for simplicity, this has been shown as one
common recipient on Figure 6, **606**). That is, the actual
private relationships between each of many senders and each
5   senders' many recipients create a matrix of relationships
(i.e. in Figure 6, each of senders **602** and **603** has it's own
relationship with the recipient **606**). As an illustration, in
Figure 6 if neither of senders **602** or **603** had a relationship
with the recipient **606**, the recipient **606** would never receive
10   a message in the first place. In contrast, with conventional
mass marketing there is only one single sender (i.e. Figure 3,
302) with paid advertisers **307**. For example, a Television
station will broadcast the news regardless of which, if any,
advertisers have paid for advertising. A newspaper will still
15   deliver the newspaper full of informational content even if 20
advertisers quit paying. The actual recipients belong to the
Television station or the Newspaper. The advertiser has
absolutely nothing to do with whether or not the message will
be delivered. He or she simply pays to participate with that
20   message in order to reach the sender's market base. In other
words, the Message Collaborator truly creates a completely
personalized, unique and distinct, hybrid message for each and
every recipient based upon the relationships each recipient
has with each applicable sender along with all of the
25   preferences and filters that both the sender and the recipient
may define.

    Returning to Figure 8: In addition to the actual content
of their message, Senders **801** have the capability to
interactively determine to whom their message will be
30   delivered by simply editing or changing its relationship
maintained on the message collaborator database. What
category and locality of their market to which the message
will be delivered and the functionality and format of the

message (whether or not it will contain hyperlinks, email links, pictures, etc.) **804**.

Recipients of information **803** have the capability to personalize their own collaborative message by many different
5 preferences such as the colors, formatting, rating of the content of their message, who is sending the elements of the message, what information and/or news clips they would like to see, whether to have a weekly, daily, or other such interval of delivery. Consequently, the collaborated message received
10 by each individual is unique containing information geared to that individual recipients' profile.

To illustrate the explanation, one sender **801** may be a premium subscriber and accordingly be assigned a higher placement profile for any given message while another sender
15 (also represented by **801**) may have a lower placement profile where the content from the second sender would not receive as premium of placement in the collaborative message. Additionally, the sender profile can obtain information related to targeted recipient **803** categories and scope of
20 targeted audiences. For example, a sender **801** may categorize his audience into three markets: investors, brokers, and lawyers. This sender may select a message to send to any of these categories (groups) or all of them. Similarly, the sender may have a market based in Salt Lake City, Utah, Provo,
25 and/or Phoenix Arizona. The sender can select to send his message **804** to a selected market scope of recipients in Salt Lake City, or Provo, or Phoenix, or he can select a broader market scope such as the entire state of Utah (covering both Salt Lake City and Provo) or the United States covering all of
30 his territories (market scope is defined in the message **804**). Other information may be maintained for various content **804** from a sender, such as targeted delivery time blocks, rating standards (similar to the movie rating system of G, R, X),

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type of message, etc. A recipient profile **803** may define
likes and dislikes, blocks from or subscriptions to various
senders, preferred message receiving times, alerts such as
news events, autos for sale, etc., or any other information
5   related to the user and his preferences for receiving content
or senders' information. Each profile **801/803** and their
relationships **802** are dynamic by their nature. As such, any
party to the relationships may change his/her settings at any
moment without any prior notice.

10   Figure 9 demonstrates that each Recipient receives a
unique, personalized message based upon his/her profile,
preferences, directives, and relationships with various
senders. In figure 9, four different senders (**901, 902, 904,
905**) have various relationships with four different recipients
15 (**924, 926, 928, 930**). Notice that each Recipient has a
completely different message (**925, 927, 929, 931,**
respectively) with content completely dependent upon his/her
profile, preferences, directives and relationships. Recipient
E **924** has a relationship with senders **901** and **902** yet he
20 receives no message because his preferences have eliminated
the content from both senders. Recipient F **926** has a
relationship with Sender B **902** and Sender C **904** and he
receives a message **927** containing two (**903, 912**) of Sender B's
three content elements and Sender C's only content element
25 **915**. Recipient G **928** receives the unique message **929**
containing information elements (health, music, horoscope)
plus Sender A's content **910**, One of Sender B's content
elements **903**, and one of Sender D's content elements **918**.
Finally, Recipient H **930** receives his unique message **931** with
30 his information elements of news and weather plus one **912** of
three (**903, 912, 913**) content elements from Sender B **902**, plus
Sender C's only content element **915**, plus an offsite content

element **908** and an onsite content element **918** from Sender D **905**. Missing data elements for any given message have been eliminated because either (a) the sender pre-filtered the message according to their selected criteria/directives, (b)

5   the message collaborator eliminated the element/message due to derived or intentional directives, or (c) the Recipient eliminated the content element due to his/her own directives. An example of such directives would be (a) the sender categorized his recipients into age groups and selected the

10   range 18-24, (b) the collaborator eliminated messages because a sender was spamming or a recipient was inactive or a sender or recipient directive implied that a content element was not suitable for this Recipient, or (c) the Recipient elected to only receive content suitable for general audiences and one of

15   the senders was attempting to send adult rated material. In any case, every single message sent by the message collaborator is unique and personal to every single recipient.

      Figure 10 provides a visualization of the dynamic nature of these relationships on a potential message with two

20   separate snapshots at two separate instants in time. The first snapshot at time t1 **1009** (indicated by a dashed line) operates on the relationships and available data between the two senders **1001**, **1003** and the recipient **1002** and the second snapshot some time later at time t2 (indicated by a solid

25   line) would operate on the relationships and data between **1004**, **1005**, and **1006**. At any given moment in time, the profiles and preferences of various vendors and recipients overlap **1007**, **1008** providing the content and rules for creating a collaborative message for that recipient **1002**,

30   **1005**. However, because the relationships are constantly changing, this overlapping area changes accordingly as shown in Figure 10 where the dashed lines are representative of the relationships between the entities at an earlier time, t1

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1007. Because of the dynamic nature of the relationships, the collaborator begins working when it senses a triggering event that essentially freezes the relationship at the event moment, t2 **1008**, allowing the collaborator to take a snapshot of how

5   the message should be formed.

As an illustration, the triggering event may be as simple as a day and time of the week selected by a recipient, a predetermined time established by the message collaborator, or it may be more convoluted such as a news event from a sender

10   related to a desired event, like a sports score being posted by a sports channel subscribed to by a recipient. Alternatively, it could be a combined trigger event such as two or three elements from various relationships occurring simultaneously. For instance, upon noticing that one sender

15   has posted content relating to a war victory (a taking of a new strategic location) and another sender has placed multiple pictures or personal videos in their content database, the collaborator may sense the relationship between these two independent senders' content and initiate a triggering event

20   that will cause the message collaborator to combine these two sources of information into a single message for delivery to the recipient that may have indicated he wanted to receive any information related to major updates related to the war. Additionally, the snapshot may compare to the previously sent

25   snapshot and eliminate any duplicative information so as not to send a redundant message to the recipient.

Figure 11 demonstrates a flowchart that embodies how the invention may flow through the process of creating comprehensive and unique messages for the recipients from

30   multiple vendors. Upon receiving a triggering event, the Message Collaborator begins its process **1100**. The first step in the process is to check for any related data segments and derive/create new sub-messages **1101** based upon any event

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triggers and merged data from third party sources. The second step, **1102**, is the capture of a snapshot of the current profiles, their relationships, and any associated messaging information. Next, it collects a list of all Recipients

5 utilizing the Messaging System **1103**. For each Recipient in the list **1104**, a Recipient Process **1107** is started. A list of Senders/Messages is created according to Recipient and Sender relationships **1108**. This list (**1108**) is filtered according to Recipient preferences including locality, rating and whether

10 the Sender is given permission to send the message **1109**. All other messages that do not conform to the preferences (**1109**) of the Recipient are discarded **1110**. If there are remaining messages **1111**, then the messaging process **1113** for this recipient begins. Otherwise, the Recipient process ends with

15 no message being delivered **1112**. In process **1113**, the remaining messages are sorted according to Category, alphabet, and other criteria such as priority placement **1114**. The messages are then formatted and inserted into an appropriate template **1115**. Finally, appropriate headers, footers, notices

20 are added **1116** and the message is transmitted by e-mail, fax, print media, telephone, or other medium **1117**. This ends the Recipient's message process and the Collaborator moves on to the next Recipient **1104**.

Figure 12 illustrates an example of a simplified

25 comprehensive message. In this example, the message contains collaborated information from large conglomerates, including news, ads and coupons as well as portions of e-mails from various individuals and corporations. The message is personalized for Bob Jones **1201** and all content (except

30 sponsor, paid advertising, and message collaborator data) are a product of a selective, opt-in part of Bob's preferences and profile. A single sponsor for this recipient may be

represented in the upper corner as well as elsewhere in the message **1202**. **1203** indicates one of many possible information blocks the selected recipient has elected to receive. Such information blocks could have any informational content such

5   as weather, religion, sports, horoscope, political information, consumer data, etc. The information blocks, like many other blocks, supports full HTML programming with graphics, links, etc. **1204** indicates a single paid advertising block. This block is driven primarily by

10   location. It is a fully formatted message that can go out to all recipients in a given locality. Such locality is scalable from a small city location to a state, region, country, or even the entire world. **1205, 1206,** and **1207** indicate relationship driven data between this recipient and various

15   senders with which the recipient requested information. **1208** is another such block but with expanded information because the recipient is particularly interested in this artist. Any number of messages, advertising, formatting, can be displayed limited only by physical constraints and limits of requested

20   data imposed by the Recipient. This single, comprehensive message allows the recipient to garner a plethora of information from a wide variety of sources that may or may not otherwise have a relationship.

Figure 13 demonstrates a possible "message block" that

25   could have been included in the message illustrated in Figure 11. This message demonstrates a simplified illustration of a single message block **1301** assembled from 5 different fictitious sources each having a different interest in the Airbus crash on November 12, 2001. In this example, headlines

30   are provided by World News Corporation **1302**, schematics of the airplane layout by the Airbus corporation **1303**, Weather at the time of the incident by the Weather Channel **1304**, and so on. On the date of the airline crash, the Message Collaborator

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would, for example, sense that there was an airline crash by detecting the words "airline", "crash", and "Airbus" in the world news information source. Intentionally searching for the time and location of the event indicated in the article, the Message Collaborator could pull the weather for the location from a separate third party weather source. Similarly, it could pull the layout of the AirBus aircraft from the appropriate manufacturer website. The final message block, which is only a sub-element of the fully collaborated message, contains sub-elements from various sources of information.

In the foregoing specification the invention has been described with reference to specific exemplary embodiments thereof. It will, however, be evident that various modifications and changes may be made thereto without departing from the broader spirit and scope of the invention. The specification and drawings are, accordingly, to be regarded in an illustrative rather than restrictive sense. Moreover, the following claims indicate the scope of the invention, and all variations that come within the meaning and range of equivalency of the claims are to be embraced within their scope.